

Planning

Growth & Development

Delegated officer report for planning application

Application no.	139883/AO/2024	
Date registered valid:	25 April 2024	
Proposal:	Installation of non-illuminated fascia sign and non-illuminated hanging sign	
Address:	19 King Street, Manchester, M2 6AW	
Ward(s):	Deansgate	Ward
Applicant:	Estee Lauder Companies	
Agent (if any):	Miss Ruth Owen Cushman and Wakefield	
Case officer:	Max Tel: 0161 219 Email: maximillian.gibson@manchester.gov.uk	Gibson 6359
Recommendation:	Approve	
Date of recommendation:	29 May 2024	

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 29/05/2024

Standard consultations:

Printed: 7 May 2024 Expired: 29 May 2024

Neighbour notifications

Printed: 7 May 2024 Expired: 29 May 2024

Site notice

No site notice has been produced

Press advert

No press advert had been published

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

The proposal site is a Grade II listed building, designated in 1974, which falls within the St Ann's Square Conservation Area (1970). The proposal site is currently occupied as a shop (A1 Use Class) at ground and first floor. The second and third floor of the building as used for offices (B1(a) Use Class). The ground floor and first floor are highly glazed, with slim decorative columns framing the windows. There has been a low quality wooden fascia installed at ground floor level on to which a small logo sign is mounted. There is a thick, unsympathetic projecting box sign currently in situ.

Listed building: Grade II

Conservation area: St Anns Square Conservation Area 1970

Tree Preservation Order: n/a

Description of area

The building is in Manchester city centre, wholly within the St Ann's Square conservation area. There are several other Grade-II listed buildings on King Street and the Grade-I listed St Ann's Church is in the immediate vicinity. There are a variety of uses in the area associated with city centre development, such as comparison and convenience retail, commercial office, residential apartments and culture/leisure uses. Historically the buildings along Kind Street were rebuilt during Queen Victoria's reign with few exceptions. The street development into the most fashionable shopping district in Manchester which retains this status today. King Street was also the first city centre street to be pedestrianised in 1976. Given the heavy commercial retail setting of the street scene advertisements are common place. The design of advertisements is varied across the street scene mainly due to the individually designed shop fronts that have evolved at each unit, very few units share the same design.

Description of development

The development relates to the installation of one non-illuminated, individual letter fascia sign and one hanging, bracketed, non-illuminated projecting sign to reflect the branding of the new ground floor occupier.

Consultations & Notification Responses

Publicity - letters were sent to surrounding occupiers notifying them of the development. No representations have been received as a result of this publicity.

Environmental Health - no comments to make as non-illuminated.

MCC Highways Services - no objections, projection over licence required and applicant to be made aware of traffic restrictions in force on King Street. Appropriate informatives are attached to this approval.

Issues

The main issues for consideration relate to the acceptability of the proposal in terms of its impact upon visual amenity, impact upon the adjacent Conservation Area and Public Safety. The main policies that relate to the assessment of the proposal are the Town and Country Planning (Control of Advertisements) Regulations 2007 and Core Strategy policies EN1 (Design Principles and Strategic Character Areas, EN3 (Heritage), SP1 (Spatial Principles), CC9 (Design and Heritage) and DM1 (Development Management) of the Manchester Core Strategy (2012), saved policies DC14 (Shopfronts and related signs) DC15 (Advertisements, Hoardings and Posters), DC18 (Conservation Areas) and DC19 (Listed Buildings) of the Unitary Development Plan for the City of Manchester (1995) and the National Planning Policy Framework, in particular Section 12 (Achieving well-designed places).

Town and Country Planning (Control of Advertisements) Regulations 2007

The Local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—

- (a) the provisions of the development plan, so far as they are material; and
- (b) any other relevant factors.

(2) Without prejudice to the generality of paragraph (1)(b)—

(a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b) factors relevant to public safety include—

(i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;

(iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.

(4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed

Issues

The Advertisement Regulations require that applications for shop signs be considered only in the interests of amenity and public safety. An assessment of the proposals under these criteria is outlined below.

Visual amenity

The proposed signage is considered to be modest in design and scale. The fascia signage comprises individual, non-illuminated lettering fabricated from cut metal and powder coated black. This style of signage, comprising individual letters, is considered to be appropriate for use in a conservation area pursuant to policy DC14.5 (e). The colour palette is restrained and the black would be easily legible against the white background of the fascia, thereby properly aiding wayfinding.

The proposed projecting sign is appropriate in scale, massing and design. The proposed projecting sign is of the more traditional, hanging and bracketed style which is appropriate for use on a listed building and reflects the style of signage on much of King Street. The proposed depth of 16mm total is well below the 30mm depth usually supported in the City Centre. This would give the sign a lightweight and elegant appearance which would harmonise well with the decorative nature of the facade.

The materiality, comprising a brass sheet overlaid with black powder coated metal with fret letters cut out to show the underlying brass, is restrained and heritage appropriate. The proposed projecting sign would represent a significant improvement on the overly thick box projecting sign currently in situ, which relates poorly to the character and appearance of the listed building.

In both instances, the lack of illumination would ensure the signage is not overly prominent or obtrusive and hence would integrate more readily into the street scape. The positioning of both elements of signage relate properly to the entrance of the building, with the projecting sign in line with the fascia, which is supported pursuant to policy DC14.5 (b) and (d).

Public safety

The application was assessed by Environmental Health and Highways Services and no public safety concerns were raised. The signage is non-illuminated so it is unlikely to cause any disamenity to surrounding occupiers or driver distraction during the hours King Street is accessible to motor vehicles. Therefore, it is considered there are no public safety concerns related to the proposal.

Other Legislative Requirements

Equality Act 2010

Section 149 (Public Sector Equality Duty) of the Equality Act 2010 requires due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act and; Advance equality of opportunity between persons who share a protected characteristic and persons who do not share it. The Equality Duty does not impose a legal requirement to conduct an Equality Impact Assessment. Compliance with the Equality Duty involves consciously thinking about the aims of the Equality Duty as part of the process of decision-making.

Human Rights Act 1998 considerations

This application needs to be considered against the provisions of the Human Rights Act 1998. Under Article 6, the applicants (and those third parties, including local residents, who have made representations) have a right to a fair hearing and to this end the local planning authority must give full consideration to their comments.

Protocol 1 Article 1, and Article 8 where appropriate, confer(s) a right of respect for a person's home, other land and business assets. In taking account of all material considerations, including Council policy as set out in the Core Strategy and saved policies of the Unitary Development Plan, the Director of Planning, Building Control & Licensing has concluded that some rights conferred by these articles on the applicant(s)/objector(s)/resident(s) and other occupiers and owners of nearby land that might be affected may be interfered with but that that interference is in accordance with the law and justified by being in the public interest and on the basis of the planning merits of the development proposal. She believes that any restriction on these rights posed by the recommendation given is proportionate to the wider benefits of and that such a decision falls within the margin of discretion afforded to the Council under the Town and Country Planning Acts.

Recommendation: Approve

Condition(s) to be attached to decision for approval

1) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to:

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

2) The development hereby approved shall be carried out in accordance with the following drawings and documents:

-Drawing - Proposed ID1068595705 29 SHOPFRONT ELEVATION

-Drawing - Proposed ID1068595705 30 SHOPFRONT BLADE SIGN

Both received by the City Council, as Local Planning Authority, on 25/04/2024.

Reason - to ensure the development is carried out in accordance with the approved plans and in the interests of visual amenity, pursuant to policies DM1 and SP1 of the Manchester Core Strategy (2012).

Informatives

1) The proposed projecting sign will extend over the adopted highway and will therefore require a projection over license. This is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicants expense.

The applicant should be advised that any requirements for licensing, hoarding /scaffolding, skips and any associated temporary traffic management arrangements, including Section 50, will need discussion and agreement with the council's Highway Network Management teams via Email -highwaylicences@manchester.gov.uk highwaynetworkmanagement@manchester.gov.uk

King Street has a Prohibition of Driving 24hr except loading/unloading 6am to 10.30am, contact should be made via <https://forms.cloudpass.com/mcc-auto-bollard-applicationpermit-allowable-hours> for access

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

23 King Street, Manchester, M2 6AN
First Floor Right Suite B, 23 King Street, Manchester, M2 6AN
Second Floor, 23 King Street, Manchester, M2 6AN
Third Floor, 23 King Street, Manchester, M2 6AN
First Floor Suite A, 23 King Street, Manchester, M2 6AN
Second Floor Rear, 28 King Street, Manchester, M2 6AY
Basement And Ground Floor, 28 King Street, Manchester, M2 6AY
First Floor, 26 King Street, Manchester, M2 6AY
26 King Street, Manchester, M2 6AY
22 King Street, Manchester, M2 6AG
WATT UTILITIES LIMITED, Fifth Floor, St Anns House, St Ann's Place, Manchester, M2 7LP
Ground Floor Unit 1, St Anns House, St Ann's Place, Manchester, M2 7LP
Sub Basement, St Anns House, St Ann's Place, Manchester, M2 7LP
Suite 5, 13 Police Street, Manchester, M2 7WA
Third And Fourth Floor, St Anns House, St Ann's Place, Manchester, M2 7LP
THE WHITE COMPANY, 21 King Street, Manchester, M2 6AF
Ground Floor Unit 5, St Anns House, St Ann's Place, Manchester, M2 7LP
First Floor, 30 King Street, Manchester, M2 6AZ
Basement And Ground Floor, 30 King Street, Manchester, M2 6AZ
First Floor, 36 King Street, Manchester, M2 6AZ
Basement And Ground Floor, 34 - 36 King Street, Manchester, M2 6BA
EDWARDS & COMPANY (PROPERTY) LTD, Second Floor And Third Floor, 26 King Street, Manchester, M2 6AY
PAUL NICHOLS & CO, Second Floor Front, 28 King Street, Manchester, M2 6AY
24 - 26 King Street, Manchester, M2 6AY
Second Floor, 36 King Street, Manchester, M2 6BA
28 - 30 King Street, Manchester, M2 6AY
34 - 36 King Street, Manchester, M2 6AZ
13 Police Street, Manchester, M2 7WA
36 King Street, Manchester, M2 6BA
Suite 4, 13 Police Street, Manchester, M2 7WA
First Floor Rear, 28 King Street, Manchester, M2 6AY
Third Floor, 28 - 30 King Street, Manchester, M2 6AY
Third Floor, 36 King Street, Manchester, M2 6BA
30 King Street, Manchester, M2 6AZ
28 King Street, Manchester, M2 6AY
4 St Anns House, St Ann's Place, Manchester, M2 7LP
3 St Anns House, St Ann's Place, Manchester, M2 7LP
Second Floor, 30 King Street, Manchester, M2 6AZ
First Floor Front, 30 King Street, Manchester, M2 6AZ
Unit 2, St Anns House, St Ann's Place, Manchester, M2 7LP
Phase Eight, 25 King Street, Manchester, M2 6AF
17 King Street, Manchester, M2 6AW
13 - 15 King Street, Manchester, M2 6AW

Appendix 2 – Planning constraints

Conservation Area - St Anns Square Conservation Area 1970